

## **DETAILED ACTION**

### ***Response to Amendment***

1. This Office action is responsive to the Request for Continued Examination (RCE) filed under 37 CFR §1.53(d) on 9/27/11. Applicants have properly set forth the RCE, which has been entered into the application, and an examination on the merits follows herewith. The Examiner acknowledges Applicant's amendments to claims 1, 9 and 14. Claims 1, 2, 5, 14 and 27 are allowed.

## **EXAMINER'S AMENDMENT**

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with James C. Scott on February 9, 2012.

3. The application has been amended as follows: Claims 8-13 and 23-26 are canceled. Claim 27 has been amended to further clarify the allowed features.

8-13 (Canceled)

23-26 (Canceled)

27. (Previously Presented) A computer system for selecting, modifying and printing customized greeting cards comprising:

one or more databases containing multiple greeting cards identified and selectable by contents, genre and attributes, the one or more databases further

including selectable assets for each greeting card including graphic and textual designs for front panels, inside panels and back panels of greeting cards, and selectable text elements including font, point size, color, and alignment and print parameters;

a personal computer programmed with an Internet web browser and operatively connected to a web server whereon the one or more databases reside in the form of URL- identifiable pages for transmission to the personal computer via hypertext transport protocol and display formatted according to hypertext mark-up language including one or more embedded formatting commands at ~~lest~~ least one of which is a plug-in program;

the plug-in program being downloadable to the Internet web browser of the personal computer which is operative to detect and launch the plug-in program by a file extension, the plug-in program including an engine and assembly component for selection, display editing and printing assembly for all panels of a greeting card and printing assembly including scaling and resizing and division into greeting card panels for printing according to a selected greeting card fold format, the plug-in program operative to select, display and edit greeting card text elements including a record identifier, a greeting card category, text element font and point size, text element position on a panel, text element alignment and text string, and addition or deletion of text elements;

printing the greeting card on a printer operatively coupled to the personal computer.

***Allowable Subject Matter***

4. Claims 1, 2, 5, 14 and 27 are allowed.

5. The following is an examiner's statement of reasons for allowance: With respect to independent claims, 1, 14 and 27, the combination of Rhoads, Finkel, Leone discloses creating a printable product online. The combination also discloses a printer that is operatively coupled to a client computer at which the user is working. Furthermore, the combination of Cannon, Tsakiris and "Helpers and Plug-In's" do not clearly disclose the features associated with the plug-in program including an engine and assembly components. The combination does not clearly disclose the features of the independent claims in the specific manner that the claims are disclosed. The features of the plug-in program including the engine and the components that the plug-in program contains that is associated with the printable product is not clearly disclosed in the prior art combination. The combination does not make it clear how these features of the plug-in program are obvious in view of the specific printable product components that these plug-in programs implement. These features along with the features disclosed in the independent claims make the claims allowable.

Since claims 2 and 5 depend on claim 1 and include all of the limitations of this claim, claims 2 and 5 are considered allowable for the reasons in which claim 1 is allowable.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Response to Arguments***

6. Applicant's arguments, filed 9/27/11, have been fully considered and are persuasive. The rejection of claims 1, 2, 5, 8-14, 23-27 has been withdrawn.

***Conclusion***

7. Responses to this action should be submitted as per the options cited below: The United States Patent and Trademark Office requires most patent related correspondence to be: a) faxed to the Central Fax number (571-273-8300) b) hand carried or delivered to the Customer Service Window (located at the Randolph Building, 401 Dulany Street, Alexandria, VA 22314), c) mailed to the mailing address set forth in 37 CFR 1.1 (e.g., P.O. Box 1450, Alexandria, VA 22313-1450), or d) transmitted to the Office using the Office's Electronic Filing System.

Any inquiry concerning this communication or earlier communications for the examiner should be directed to Namitha Pillai whose telephone number is (571) 272-4054. The examiner can normally be reached from 10:00 AM – 6:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Boris Pesin can be reached on (571) 272-4070.

All Internet e-mail communications will be made of record in the application file. PTO employees do not engage in Internet communications where there exists a possibility that sensitive information could be identified or exchanged unless the record includes a properly signed express waiver of the confidentiality requirements of 35 U.S.C. 122. This is more clearly set forth in the Interim Internet Usage Policy published

in the Official Gazette of the Patent and Trademark on February 25, 1997 at 1195 OG  
89.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (571) 272-2100.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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February 13, 2012

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